

Business Partners: Where do I Find Them, How do I Recognize Them, and Finally. How do I Approach Them?

Monday call, April 23, 2007

Sam's Announcement

Incentive: Only 4 weeks left so "let's get on the stick"; look at the points you need and divide them out and "Just Do It"

1. Seven Places to go to Find Business Partners:

1) Visit Civic Clubs

Rotary, Kiwanis, Lions, etc...these groups typically are made up of activists trying to make the world a better place.

2) Visit Toastmasters Clubs

This is the largest public speaking organization in the world... all of these people are interested in bettering themselves.

Can you think of other organizations where people participate in actions to better themselves?

3) Attend Charity Events and Fundraisers.

The more expensive, the better. These are attended by people who are in search of fulfillment by contribution.

They are filled with people who have endless contacts, incredible spheres of influence, and credibility to influence them.

4) Attend Personal Development Seminars and Workshops

People who invest money and time into their own development are great prospects.

5) Join Clubs.

Join the nicest country clubs, tennis clubs, yacht clubs, golf clubs, etc. that successful people inhabit in your hometown.

6) Move

Move into a nicer neighborhood. The neighborhood is more important than the house. Your environment will give you instant access to a large group of successful people.

7) Speak

Become an entertaining public speaker...develop a 20 minute speech you can deliver to civic clubs, chambers of commerce, women's clubs, etc. People who deliver speeches for free are viewed as leaders. Members of the audience will tend to approach the speakers.

2. How do I recognize one? What characteristics do I look for?

Again, one of our greatest mistakes is that we go after mediocrity.

Characteristics of a top notch networker:

Evaluate their confidence, behavior, and action.

Here is a list Steve Siebold gives on what to examine in a person in sorting...

1) Attitude: What kind of attitude does he have? How does he feel about his current work? this many times reflects what he will feel like in your business when things get tough.

Ask the question: is this the kind of attitude I want in leaders in my organization?

2) Worldview: How does he view the world?

Does the world owe him something?

Does he believe that people who work hard and smart, and persevere become successful?

Does he believe that network marketing is a way to get rich quick?

Now, do you want an entire downline of these types? Because remember, like attracts like.

3) Beliefs: What does the prospect believe? about themselves as well as about the industry?

Example: we love to tell people who have had bad networking experiences that we at Mannatech have the answer. But, this will not work on the average person because their belief is that network marketing is only for a few. If they enter your business with this belief, it will once again be true for them.

This is one reason Tim Altwater built an entire system around convincing people "I can."

4) Ego: most successful people have a healthy ego...something that can serve you or destroy you. Acknowledging one's strengths is one thing, driving your life and everyone's around you based on you is another. Ego driven people typically are lone wolves, and tend to be very uncoachable...so look for these issues. Steve suggests that these types are very easily recognizable through limited conversation.

5) Values: you want to find ambitious people but those driven by compassion and mission not just material gain.

Do they win at any cost?

Ruthlessness exists in many areas of the business

world...networkers tend to be more community minded because of the nature of our business. Find those who fit, not misfits. Peoples' values tend not to change...awareness is step one and many are not aware that it is truly their choice.

Decide what values you are looking for in your partners, then go after them.

"Build your business first, save the world later."

People already in...get them to Power of Purpose, Klemmer, etc.

3. What do I use to attract a new Business Partner:

1) Social Security statistics: out of 100 people at the start at their career, where are they at 65?

36 dead

54 dead broke (dependent on meager soc security or family members for survival)

5 will continue working (not because they want to but because they have to)

4 will be financially secure

1 ONLY will be wealthy

2) Paul Zane Pilzer has a brand new 10 page booklet well done with a dual disc (DVD/CD combo) which presents an incredible compelling presentation on "The Perfect Storm"

3) Robert Kiyosaki: multiple streams of income, in addition to his profound support of network marketing

4) Donald Trump quote: That if he lost everything, how would he start over? With Network Marketing because it is the quickest way to becoming a millionaire

5) Paul Zane Pilzer, "The Next Millionaires"

10 Million new millionaires in the next 10 years

This material will not work for the average person who fails to have the belief that they will be a millionaire, but it will work with those with belief.

6) IBM Health Report: Healthcare in 2015: Win-Win or Lose Lose

This report is incredible in portraying the alternative health care industry as an integral part of the future of healthcare!

7) For unemployed people, start a new lifestyle!

8) For Gen X'ers, Early Retirement...Retire Young, Retire Rich!

Use materials showing the retirement plan, as well as the

marketing plan (you must build a plan so choose one):

Ian Harvey's

Marshall Howard

Wellness 101

Build your own

2 who get 2

Remember: The number one thing you need to overcome is the prospect's question "Can I do This?"

9) For mothers of kids, stay at home moms, sell on their phenomenal marketing ability with all the contacts they have due to their children. Laundry list of Mops, Babies are Us, Day Cares, Preschools, teachers, sports participation, PTA, church groups, etc.